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## **FACSIMILE COVER SHEET**

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Deliver to: Thanh T. Vu, USPTO	Art Group:2174
Facsimile No.: 1-703-872-9306	Date: June 3, 2005
From: Steven P. Skabrat, Reg. No. 3	36,279
Our Docket No.: 42390P11137	Number of pages12_;including this sheet.
Application No.: 09/970,545	Filing Date: 10/3/2001
	Docket Due Date(s): <u>8-19-2005</u>
Enclosed are the following documents:	200.00 200 200.000 mil. 222.002
	☐ Issue Fee Transmittal
Amendment:Rasponsa ( _9_pgs)  Appeal Brief (pgs)  Application:  (pgs) w/cover & abstract)  Assignment & Cover Sheet (pgs)  Certificate of Facsimile  Continued Prosecution Application (CPA)  Declaration & POA (pgs)  Drawings:sheets, figures  Extension of Time:  Extension of Time:  Dos & PTO/SB/08 ( pgs)  Other	□ Notice of Appeal
Application:	Petition for:
(pgs) w/cover & abstract)	
(pgs) w/cover & abstract)	Request for Continued Examination (RCE)
Assignment & Cover Sheet (pgs)  Certificate of Facsimile	Reply Brief (pgs)
Continued December 4 (CDA)	Request & Certification Under 35 USC 122(b)(2)(B)(i)
Continued Prosecution Application (CPA)	Request to Rescind Previous Nonpublication Request
Declaration & POA (pgs)	Response to Notice of Missing Parts & Formalities Letter
Drawings:sheets, figures	Response to Written Opinion (pgs)
Extension of Time:	☐ Terminal Disclaimer
Fee Transmittal (in duplicate)	☐ Transmittal of Publication Fee Due
DIDS & PTO/SB/08 (pgs)	☐ Transmittal Letter
Other	
6	
CERTIFICATE OF MAIL	LING/TRANSMISSION (37 CFR 1.8A)
I hereby certify that this correspondence is being transn	nitted by facsimile on the date shown below to the United States
Patent and Trademark Office.	

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6/3/2005 Date

If you do not receive all the pages, or if there is any difficulty in receiving, please call: (503) 439-8778 and ask for Deborah L. Higham.

FEE TRANSMITTAL			Complete if Known				
				Application Number	09/970,545		
for FY 2005		Filing Date	October 3, 2001				
Patent fees are subject to annual revision.				First Named Inventor	Robert L. Parker		
Applicant claims small entity status. See 37 CFR 1.27.			e 37 CFR 1.27.	Examiner Name	Thanh T. Vu 2174	-	
TOTAL A	MOUNT OF	PAYMEN	т	(\$)	Art Unit Aftorney Docket No.	42390P11137	
METHOD OF PAYMENT (check all that apply)							
□ Check □ Credit card □ Money Order ☑ None □ Other (please identify):							
Deposit Account Deposit Account Number: 02-2666 Deposit Account Name: Blakely, Sokoloff, Taylor & Zafman LLP							
For the above-identified deposit account, the Director is hereby authorized to: (check all that apply)							
	arge fee(s)			1		cated below, except for the	ning tee
				underpayment of fee( 18 and 1.20.	(s) Credit any overpay	yments	
		- 33 1.10,	/, 1.	10 and 1.20.			
FEE CALCULATION							
Large Er	ntity	Small	Entity		· .		
Fee	Fee	Fee	<u> </u>	Fan Dagail #			
Code	(\$)	Code		Fee Description	on .		Fee Paid
1051	130	2051		Surcharge - late	e filing fee or oath		<u> </u>
1052	50	2052		Surcharge - late provisional filing fee or cover sheet.			
2053	130	2053			Non-English specification		
1251	120	2251	60	• •	Extension for reply within first month		
1252	450	2252			Extension for reply within second month		
1253	1,020	2253			Extension for reply within third month		
1254	1,590	2254		Extension for reply within fourth month			
1255	2,160	2255			Extension for reply within fifth month		
1401	500	2401		Notice of Appea	· ·		
1402	500	2402		Filing a brief in support of an appeal			
1403	1,000	2403		Request for oral hearing			
1451	1,510	2451		Petition to institute a public use proceeding			
1460	130	2460		Petitions to the	•	•	
1807	50	1807	50	Processing fee under 37 CFR 1.17(q)			
1806	180	1806		_	nformation Disclosur	••	
1809	790	1809		Filing a submission after final rejection (37 CFR § 1.129(a))			
1810	.790	2810	395	95 For each additional invention to be examined (37 CFR § 1.129(b))			
Other fee (specify)							
SUBTOTAL (2) (\$)							
30B10TAL (2) (4)							
SUBMITTE	D BY					Complete (if	applicable)

Registration No. (Attorney/Agent) (503) 439-8778 Name (Print/Type) Paul Mendonsa 42,879 Telephone 06/03/05 Signature Date

Based on PTO/SB/17 (12-04) as modified by Blakely, Solokoff, Taylor & Zefman (wtr) 12/15/2004. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450

06/03/05

FEE TRANSMITTAL			Complete if Known					
					Application Number		09/970,545	
for FY 2005			Filing Date		October 3, 2001			
Patent fees are subject to annual revision.			First Named Inven		Robert L. Parker			
Applicar	nt claims sm	nall entity st	atus. Se	e 37 CFR 1.27.	Examiner Name Art Unit		Thanh T. Vu 2174	
TOTAL A	MOUNT OF	PAYMEN	т [	(\$)	Attorney Docket N		12390P11137	
METHOD OF PAYMENT (check all that apply)								
☐ Check ☐ Credit card ☐ Money Order ☑ None ☐ Other (please identify):								
Deposit A	Deposit Account Deposit Account Number: 02-2666 Deposit Account Name: Blakely, Sokoloff, Taylor & Zafman LLP							
				ount, the Director is h	ereby authorized	to: (check all	that apply)	
	arge fee(s)						ed below, except for	r the filing fee
				underpayment of feet 18 and 1.20.	(s) Credit a	ny overpayme	ents	
		( 33 1.10,	1.17, 1.	10 and 1.20.				
FEE CALCU	LATION	<del></del>		·			· · · · · · · · · · · · · · · · · · ·	
Large Er	ntity	Small	Entity					
Fee	Fee	Fee	Fee	Ena Donneisti	00			Foe Doid
Code	(\$)	Code	(\$)	Fee Description	Oil			Fee Paid
1051	130	2051	65	Surcharge - late	e filing fee or	oath		
1052	50	2052	25	Surcharge - late	provisional f	filing fee o	r cover sheet.	
2053	130	2053	130	Non-English sp	ecification	_	•	·
1251	120	2251	60	Extension for re	ply within firs	t month		
1252	450	2252	225	Extension for re	ply within sec	cond mont	ih	
1253	1,020	2253	510	Extension for re	ply within thir	d month		
1254	1,590	2254	795	Extension for re	ply within fou	irth month		
1255	2,160	2255	1,080	Extension for re	ply within fifth	n month		
1401	500	2401	250	Notice of Appea	al			
1402	500	2402	250	Filing a brief in	support of an	appeal		
1403	1,000	2403		Request for ora		-		
1451	1,510	2451		Petition to instit	_	ise procee	eding	
1460	130	2460	130	Petitions to the	Commissione	er	-	1
1807	50	1807	50	Processing fee	under 37 CF	R 1.17(q)		
1806	180	1806		Submission of I		, .,	Stmt	
1809	790	1809		Filing a submissi				
1810	790	2810	395	For each addition	nal invention to	be examir	ned (37 CFR § 1.1	29(b))
Other fee (specify)								
SUBTOTAL (2) (\$)								
<u></u>							JOIOIAL (Z)	<b>"</b>
SUBMITTE	ED BY						Comple	te (if applicable)
Name (Pan/I)	voel Paul	Mand	lanca		Registration No.	42 070	Telenhone	(503) 439-8778

Based on PTO/S8/17 (12-04) as modified by Blakely, Schokoff, Taylor & Zafman (wir) 12/15/2004. SEND TO: Commissioner for Patants, P.O. Box 1450, Alexandria, VA 22313-1450

Signature

09/970,545

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

in re	Patent Application of:	)		
	Robert L. Parker	) Examiner: Thanh T. Vu		
Applic	cation No.: 09/970,545	) Art Unit: 2174	PECEIVED CENTRAL FAX CENTER	
Dock	et No.: 42390.P11137	)	JUN 0 3 2005	
Filed:	10/3/01	)	.⊀	
For:	Presentation of Personalized Merchandise in an Electronic Commerce Transaction Using Visual Matching	) ) ) )		

## **AMENDMENT AND RESPONSE**

COMMISSIONER FOR PATENTS P.O. Box 1450 Alexandria, VA 22313-1450

Dear Sir:

In response to the Office action dated May 19, 2005, please amend the above-identified application as follows: